

Target Market Statement

New Generation Group AVC

This document outlines the target market for the Aviva New Generation Group AVC. This is a company pension additional voluntary contribution plan.

What customer need does this product meet?

The product is designed for trustees of a UK registered occupation scheme to provide a means for their eligible members to save money and build up a pot for their retirement in a tax efficient way. This is on top of the benefits available under a company pension scheme.

Who is the New Generation Group AVC designed for?

This product is designed for trustees who:

- already offer a company pension scheme to their employees which is an occupational pension scheme
- want to provide a means for employees to top up their company pension scheme without adding employer contributions

and

- are committed to managing and maintaining the scheme, including applying member contributions in a timely manner.

Whose employees are:

- wanting to top up the benefits they receive from their existing company pension scheme
- aged 16 or over
- under the age of 75 at the point of joining
- eligible for tax relief on their pension contributions
- prepared to keep the funds invested until they are at least age 55 (from 6 April 2028 this will be age 57 unless the customer has a protected pension age)
- wanting a choice of investment options, including a default option where they make no active choice
- want the ability to administer the plan online, by post or by phone (some transactions are limited, see below)
- wanting flexible access to retirement benefits including full cash withdrawals, flexi-access drawdown (FAD) (subject to the rules of the trust scheme, see limitations below) and taking an annuity
- Understand that the value of their pension may fall and rise and that there is a risk they may get back less than invested.

The New Generation Group AVC is not suitable for:

- A trustee that does not meet the conditions the product is designed for, or whose employees do not meet the criteria the product is designed for. It is unlikely to be suitable for those who:
 - want a guaranteed rate of return on the investment or retirement income
 - want access to their investment prior to minimum pension age (currently 55, rising to 57 in April 2028) unless in ill health or have a protected pension age
 - want to hold a substantial cash holding, even in the short to medium term (1-5 years)
 - want to access to a wider investment choice e.g. individual shares.

This product also has the following features or limitations which employees should consider:

- There are limitations to the types of transfers-in we can accept. Please see our member guide NG06015 for full details.
- It is the discretion of the scheme trustees as to whether they offer access to flex-access drawdown (FAD). Customers may be required to transfer out to access this option.
- Customers must be prepared to pay a scheme annual management charge (AMC) and any associated investment fund charges.
- Members must be able to make informed investment decisions supported by appropriate information and documentation from Aviva when not investing in the default option, or take advice to support them in those decisions.
- If the customer leaves their employer all contributions will stop.
- Beneficiaries cannot continue the product in their own name through a dependant's FAD.
- Retirement options cannot be accessed online. The customer must call Aviva to do this.

Vulnerable Customers:

- The product is designed to meet the needs of the broad cross section of UK society enrolled into their workplace pension schemes. Any customer could find themselves in vulnerable circumstances at any time. We will aim to ensure that vulnerable customers invested in this product continue to receive the same fair treatment and outcomes as other customers

Can the New Generation Group AVC be bought without advice?

Yes, this product is designed to be sold (to trustees) with or without advice.

Target Market Statements

Why are you telling me about this?

The rules require us to consider several points when designing our product range, including:

- specifying an identified target market for a typical group of potential customers
- identifying relevant risks to the target market
- making sure that the intended distribution strategy is appropriate for the identified target market
- requiring us to take reasonable steps to make sure we distribute the insurance product in line with the target market for specified distribution channels.

What does this mean for me?

We've developed target market statements to give you, our distributor, clarity on who the product is intended for (and who it is not) and how customers can buy the product.

Using these target market statements should help you in your consideration of:

- how the distribution strategy aligns with the target market statement
- the demands and needs of the customer
- whether any of the customers may be outside of the target market due to eligibility or exclusions
- what limitations, exclusions or alternative insurance cover in place might inhibit a customer from getting full value from the product
- that fees and charges are appropriate to the service being delivered for customers
- vulnerable customers and the target market focusing on whether they may require additional support in their decision-making.

As product manufacturer, we'll monitor the performance of our products to make sure they meet the needs of customers in the identified target markets. Should you feel a product doesn't meet these customers' needs or is potentially unclear, you can help us by providing feedback through your usual communication channels.

Feedback

If you have any feedback on these statements, please contact your usual Aviva representative.

Need this in a different format?

Please get in touch if you'd prefer this brochure (**SP57696**) in large font, braille, or as audio.

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